Breaking News

FOR IMMEDIATE RELEASE *** August 21, 2013***

Molly Wiltshire, Communications Director (909) 269-1198
Molly.Wiltshire@bos.sbcounty.gov



SBIAA Enters into Negotiations for Marketing Study

Today, the San Bernardino International Airport Authority Commission authorized the Executive Director to negotiate a contract with Nostrum Inc., a marketing firm which will conduct a study to examine revenue sources for the airport.

On April 24, 2013, SBIAA Commission issued a Request for Qualifications from qualified firms interested in providing airport marketing services for the San Bernardino International Airport.

Supervisor Ramos had advocated for a complete market study to examine all possible sources of revenue for the airport including businesses such as aircraft maintenance companies.

On May 22nd, the Commission formed an Airport Marketing Program Ad-hoc Committee for the purpose of considering submissions received in response to the Request for Qualifications. Ramos was appointed to serve on this Committee.

"I am pleased we are moving forward with a marketing study that will explore potential revenue sources for the airport," Supervisor Ramos stated. "Creating economic stability at the airport requires a thorough analysis of the current successful businesses in operation such as those providing aircraft maintenance services. We look forward to working with Nostrum Inc. to highlight more development opportunities that will help grow our local economy."

At the meeting today, the Commission authorized the Executive Director to finalize negotiations with Nostrum Inc. chosen by the ad-hoc committee to conduct the study.

Marketing Study August 21, 2013 Page 2

"The partnership between Nostrum Inc. and our airport will further strengthen our marketing initiatives. Our investment in world class aviation facilities will now be promoted aggressively. The airport is a crucial economic engine for the City of San Bernardino and surrounding communities. With Nostrum Inc. as our partner, we will succeed in bringing jobs and further private investments to the Inland Empire," stated Ovi Popescu, Loma Linda Councilmember and Vice President of San Bernardino International Airport.

It is anticipated the study will be completed and brought back to the Commission in six months.

###